DOCUMENT RESUME

ED 327 236 JC 910 049

TITLE Opinions of Michigan Citizens about Community Colleges: A Public Opinion Survey of a Cross-Section of 800 Adults Interviewed by Telephone, May 2-10, 1989. 3rd Bi-Annual Survey.

INSTITUTION Michigan State Board of Education, Lansing. Project Outreach.

PUB DATE May 89

NOTE 54p.; One of a series of public opinion surveys conducted by Project Outreach. For related documents, see JC 910 046-051, ED 239 766, and ED 260 080.

PUB TYPE Reports - Research/Technical (143) -- Tests/Evaluation Instruments (160)

EDRS PRICE MF01/PC03 Plus Postage.

DESCRIPTORS Adult Education; College Choice; *College Role; *Community Attitudes; *Community Colleges; Public Opinion; Questionnaires; *Role of Education; *School Community Relationship; *Social Attitudes; State Surveys; Student Educational Objectives; Telephone Surveys; Two Year Colleges

IDENTIFIERS *Michigan

ABSTRACT

In May 1989, a telephone survey was conducted of a random sample of 800 adults in Michigan to assess public opinion toward Michigan's community and junior colleges. Study findings included the following: (1) 88% of the respondents felt that a college education was "very important"; (2) if Michigan adults were to go back to school, the major reasons would be for personal improvement or job advancement, or to help obtain a different job; (3) 46% of the respondents said they would attend a community college if they returned to school, citing close proximity to home as the primary reason; (4) 39% felt that the community college was the institution best suited to provide adults with both job training/retraining skills and career planning and guidance services; (5) 25% felt that community colleges were best suited to provide training in modern technological skills, and 44% indicated that they would prefer a community college for basic skills (remedial) instruction; (6) 69% felt their nearest community college did a "good" to "excellent" job in meeting the educational needs of citizens in their area; (7) 47% indicated that the type of instruction offered in a community college was "about the same" as that offered at a four-year college or university; (8) 48% believed that most of the income to operate community colleges should come from state aid; and (9) almost half of the respondents said they would be "very interested" in job placement assistance from a community college. The survey instrument is attached. (JMC)

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OPINIONS OF MICHIGAN CITIZENS ABOUT COMMUNITY COLLEGES

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A Public Opinion Survey

of a

Cross-section of 800 Adults

Interviewed by Telephone, May 2-10, 1989

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3rd Bi-Annual Survey

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All figures shown in this report are in percentages, rounded to the nearest percentage. When columns do not total 100%, it is due to rounding. When responses greatly exceed 100% it is due to multiple responses.

METHODOLOGY OF THE SURVEY

A public opinion survey of adult citizens in Michigan was conducted from May 2 through 10, 1989, in telephone households of the state. This survey, which sought public opinion toward Michigan's public community and junior colleges, is the third bi-annual poll concerning community/junior colleges conducted by the Michigan State Board of Education's "Project Outreach".

Telephone numbers included in the sample were randomly generated by a computer in a sampling process known as random digit dialing (RDD), so that both listed and unlisted telephone households had an equal chance of being randomly selected. The sample was drawn on a proportionate basis by density of telephone households in the state.

One adult in the household (18 years of age or older) was selected, based upon a random Respondent Selection Table developed by Kish and Carter. Average length of the interviews was 15 minutes.

Twenty experienced interviewers conducted the survey, and each interviewer was trained in the use of the questionnaire by Ned S. Hubbell, Director of Project Outreach. All interviewing was conducted from 5:00 to 9:30 p.m., with supervisors present during each of the six nights of polling.

A total of 800 interviews was completed. This sample size is based on a 95% confidence that sample error will not exceed 3.5%.

All survey data was tabulated through the computer facilities of the Michigan Department of Education. This report was written by Ned S. Hubbell.

Survey results are reported for all respondents, and when applicable, for both male and female respondents and citizens of various age groups.

Other subgroup demographic information is shown in the composition of the sample, at the end of this report. Results of the opinions of other survey subgroups may be obtained from Project Outreach.

1989

Third Bi-Annual Community College Poll

SUMMARY OF THE FINDINGS

Michigan citizens continue to place a great deal of importance on a college education. Nearly 9 out of 10 (88%) say they feel a college education is "very important" today.

The importance the public places on higher education has increased significantly since the 1984 statewide Higher Education Poll, when 74% said a college education was "very important", and also since the 1987 statewide Community College Poll, when 81% said "very important".

If Michigan adults were to go back to school, the major reasons would be for personal improvement or enrichment, or to take classes to help them advance in their present job, or to help them obtain a different job.

Nearly one of three (31%) indicated they would definitely return to school for personal improvement and enrichment, or to take classes for job improvement. One of four (24%) would be motivated to return to school by a desire to take classes to help them obtain a different job. One of five (16%) would take classes to earn a bachelor's degree, 15% to complete requirements for a graduate degree, and 14% to earn a 2-year associate degree. Ten percent, if they returned to school, would definitely return to get a high school diploma.

The typical Michigan adult, if he/she were to return to school, would most likely attend a community or junior college. This was the preference for nearly one-half (46%) of those who are not presently enrolled in a school. Preference for the community college has increased since the 1984 Poll, when 37% chose a community college, and also since the 1987 Poll, when 41% preferred a community college.

The major reason respondents prefer a community college is its proximity -- it is close to home.

The community college also continues to be seen as the school best suited to provide adults with job training or retraining skills -- nearly two of five Michigan citizens expressed this feeling (39%). That perception has increased significantly since 1984, when 27% named the community college as the best place for adult job training, and also since 1987, when 32% chose the community college for this purpose.

When it comes to providing adults with career planning and guidance services, community colleges were rated as "best" by two out of five Michigan citizens (39%). This was also the case in 1987. One of five (22%) identified 4-year public colleges as the best place to receive career planning services, while 12% felt local adult education programs were best.

One of four citizens (25%) felt that community colleges were best suited to train adults in the skills required for modern technology, but another one of four (25%) felt 4-year public colleges would do the best job. In the minds of Michigan citizens, community colleges have continued to come to the forefront in providing high-tech skills, from the 14% who selected community colleges as best for this purpose in 1984, to the 22% who felt this same way in 1987, to the current 25%. And, the number of those who selected 4-year public colleges has declined from 30% in 1984, to 27% in 1987, to the current 25%.

Local adult education programs, however, were selected by more than two of five citizens (44%) as the place they would prefer to go for remedial instruction in the basic skills. Another 36% said they would prefer to go to a community college if they needed "catch-up" instruction.

The majority of Michigan citizens (55%) say that they, or someone else in their household, have attended a Michigan community/junior college at one time or another.

One of three of those who said they, or someone else in their household, were currently attending a community/junior college, said they were financing the costs of attending with their "wages" (36%). Other major sources of financial support were a Pell grant (21%), and family assistance (20%).

Nearly seven out of ten Michigan citizens (69%) feel their nearest community college does a "good" (43%) to "excellent" (26%) job meeting the education needs of citizens in their area.

And, in a related series of questions, three-fourths of the citizens agree that their nearest community college offers a large number and variety of courses and programs (79%), and that it has high-quality academic programs (76%). Seven out of ten also agree that the college has a high-quality program in the subject areas most students plan to pursue (69%).

Nearly one-half (45%) agree that the community college has an "open-door" policy -- it admits any students regardless of their academic record -- and seven out of ten (68%) recognize that it is not necessary for students to be above average to be admitted to their nearest community college.

The majority (51%) also say that their local community college does not have too many required courses for students, although another 37% admit they don't know how many courses are required.

Eight out of ten citizens think that a community college should provide theater productions and fine arts exhibits (79%) and other cultural activities, like music or dance (80%). But, they have mixed opinions on whether a community college should provide a complete sports program for both men and women -- 46% said a complete sports program should be provided, while another 48% said it was not necessary. And, nearly two-thirds (65%) said it was not necessary for a community college to provide dormitory housing for students, while 28% thought dormitory housing should be supplied.

Michigan citizens rely on four major sources to keep them informed about their local community colleges: newspapers (28%), community college publications (27%), former community college students (23%) and friends or relatives who are currently attending community college (22%).

When they were asked to judge the type of instruction offered in a community college versus the instruction in a 4-year college or university, nearly one-half felt it was "about the same" (47%). Twenty-eight percent, however, felt that community college instruction was "not as good" as that offered at a 4-year college, while another 7% said it was "better". One of five (17%) were unable to make such a comparison.

And, nearly two out of three (65%) believe that full-time teachers at their nearest community college are just as qualified as those in a 4-year college or university. Three of five (59%) also believe that part-time faculty members are just as qualified as those who teach full-time in the community college, although one of five (21%) say they are less qualified than full-time faculty members.

The majority of Michigan citizens (60%) recognize that community college credits transfer to a 4-year college or university, down from the 66% who indicated this awareness in 1987.

High school students should be allowed to take community college classes, and receive college credit for them, while they are still in high school, say eight out of ten Michigan citizens (79%).

Nearly three out of four (73%) believe that the community college "guarantee" is very important, whether it is the transfer guarantee or a guarantee that the community college graduate will be properly trained for a job.

The vast majority of citizens (86%) also agree that community colleges should require testing in the basic skills prior to admitting students into community college courses.

Two of five believe that getting an Associate Degree from a community college is "very important" (42%), while another two of five feel it is "somewhat important" (41%). And when it comes to computer literacy, seven out of ten (69%) say it is "very important" that every community college student have computer training, particularly in basic computer operations.

The majority of citizens (55%) think that class size in a community college is usually smaller than in a 4-year college, while another one of five (20%) think it is "about the same". But regardless of their impression of class size, a strong majority say that small classes in a community college are "very important" (56%), while 31% say they are "somewhat important".

Eight out of ten citizens (80%) recognize that tuition at a community college is less than a 4-year state college or university, up from the 74% who said this in the 1987 statewide Poll. And three out of ten (29%) say that tuition at their nearest community college is very reasonable, while one-half (50%) say it is somewhat reasonable.

It is estimated that the average cost of a year's tuition, fees and books, at a community college is about $1,550. When Michigan citizens were asked to estimate this cost, only one of three (36%) estimated it correctly. The others estimated community college costs as much higher (25%) or lower (25%), or admitted they did not know the cost (15%).

But, no matter what citizens estimated the cost to be, the vast majority of them (82%) thought that community college students were getting their money's worth.

Nearly one-half (48%) believe that most of the income to operate community colleges should come from state aid, while one of four (26%) believe the primary method of financing community colleges should be tuition. Only eleven percent say local property taxes should contribute most of the operating income, with another 10% indicating it should be a combination of all three sources. Citizens' reliance on state aid as the major source of operating funds for community colleges has continued to climb -- from the 40% who felt that way in 1984, to 43% in 1987, to the current 48%.

Fifty-nine percent say they reside in a community college district and are currently paying property taxes to support the college. And the majority of those who say they don't live in a community college district say they would be willing to vote for 1.5 mills to operate a community college to serve their community.

According to one of three citizens (34%) -- significantly more women (42%) than men (22%) -- they would not be able to afford to attend a community college without some kind of financial aid. This is down significantly from the 42% in 1987 who said they and their family would need financial aid to attend a community college.

And, although the majority of citizens, if they wanted to attend a community college, either say it would not be necessary for them to borrow any money to do so (37%) or do not know how much they would need to borrow (20%), sixteen percent say they would be willing to borrow whatever is needed.

Nine percent say they would limit borrowing each year to less than $1,000, another 12% would be willing to borrow between $1,000 and $2,000, and 6% would be willing to borrow more than $2,000 each year to meet the costs of attending a community college. One-half of the men (48%) indicated it would be unnecessary for them to borrow money to attend community college, versus 30% of the women who said this, while more women (24%) than men (15%) were unsure of the amount they would need to borrow.

The majority of Michigan citizens (57%) also say they have heard about "MET" -- the Michigan Education Trust -- but only two of five (43%) are aware that this plan can be used for those who plan to attend a community college.

Although very few (7%) were aware of the Michigan Opportunity Card, when it was explained to them, there was a great deal of interest in the services provided to a holder of such a card.

Nearly one-half (46%) said they would be "very interested" in job placement assistance from a community college, if they had a Michigan Opportunity Card. Two of five would be "very interested" in a personal job training plan (45%), assessment of their basic skills (40%), support for their job training needs (39%), referral to a job training program (39%) and a list of job training and education sources in their county (37%).

Three tax reform questions were also included in this poll. In early May, two proposals for school finance reform were being discussed by the Legislature -- one to raise new monies for K-12 education and the other to provide property tax relief. By a two to one margin, Michigan citizens showed support for a plan that would raise the state sales tax by one-half a cent to provide 400 million new dollars for schools and improve their quality -- 61% said they would vote "for" it and 28% said they would vote "against" it.

And, by a two to one margin again, they also said they would vote "for" another one-half cent increase in the sales tax to provide property tax relief (58%), while 29% said they would vote "against" such a proposal if it were on the ballot.

Although support for both of these one-half cent proposals was fairly equal, three of five Michigan citizens (59%) felt they should be placed on the ballot as separate issues, rather than as one proposal.

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(For details which enlarge upon these findings, please see the complete report.)

THE IMPORTANCE OF A COLLEGE EDUCATION

Michigan citizens continue to place a great deal of importance on a college education. Nearly nine out of ten (88%) say they feel a college education is "very important" today.

The importance the public places on higher education has increased significantly since the 1984 statewide Higher Education Poll, when 74% said a college education was "very important", and also since the 1987 statewide Community College Poll, when 81% said "very important".

Women placed greater importance on a college education than did men, and older respondents placed more importance on a college education than younger respondents.

"In your opinion, how important is a college education today -- very important, fairly important or not too important?"

	('84 State)	('87 State)	All Respondents	Women	Men
Very important	(74%)	(81%)	88%	90%	85%
Fairly important	(21)	(16)	11	9	13
Not too important	(4)	(2)	1	-	2
Don't know	(1)	(1)	-	-	-

	18-24 Yrs.	25-34 Yrs.	35-44 Yrs.	45-54 Yrs.	55-64 Yrs.	65 and Older
Very important	84%	84%	86%	92%	92%	93%
Fairly important	16	16	12	8	6	5
Not too important	-	1	2	1	1	2

Minority respondents also placed greater importance on a college education than white respondents, as did respondents who are college graduates versus those who are high school graduates.

CITIZENS' REASONS FOR RETURNING TO SCHOOL

If Michigan adults were to go back to school, the major reasons would be for personal improvement or enrichment, to take classes to help them advance in their present job, or to help them obtain a different job.

Nearly one of three citizens (31%) indicated they would definitely return to school for personal improvement and enrichment, or to take classes for job improvement.

One of four adults (24%) would be motivated to return to school by a desire to take classes to help them obtain a different job.

One of five (16%), if they were to return to school, would definitely take classes to earn a bachelor's degree, 15% to complete requirements for a graduate degree, and 14% to earn a 2-year associate degree. Ten percent, if they returned to school, would definitely return to get a high school diploma.

Young adults, 18 to 24, would go back to school for two major reasons -- either to advance in their present job (57%) or to get a different job (53%).

"Adults are going back to school for different reasons. Let me name some of those reasons. If you, personally, were to go back to school, would you definitely go back to school, possibly do so, or not go back to school for any of these reasons?"

(90% of All Respondents)*

	Yes Definitely	Yes Possibly	No Would Not	Don't Know	Already Have
For personal improvement or enrichment	31%	48%	19%	1%	1%
To take classes to help move up in present job/ company	31	24	42	2	1
To take classes to help get a different job	24	29	44	2	1
To take classes leading to a bachelor's degree	16	23	46	3	12
To complete requirements for a gruduate degree	15	26	50	3	5
To take classes to earn a 2-year associate degree	14	23	46	3	13
To get a high school diploma	10	-	24	1	65
For other reasons	5	5	55	35	1

*(Ten percent of the respondents are currently enrolled in college, and were not questioned in these areas.)

WHY ADULTS WOULD DEFINITELY RETURN TO SCHOOL

	18-24 Yrs.	25-34 Yrs.	35-44 Yrs.	45-54 Yrs.	55-64 Yrs.	65 and Older
Personal improvement or enrichment	36%	36%	38%	35%	21%	16%
To advance in present job	57	46	40	34	15	6
To get a different job	53	34	27	27	13	5
To get a bachelor's degree	36	21	22	12	10	5
To get a graduate degree	34	21	22	10	6	5
To get an associate degree	23	17	18	17	7	4
To get a high school diploma	9	3	6	9	15	23
For other reasons	-	5	5	6	12	-

TYPE OF SCHOOL MOST LIKELY TO ATTEND

The typical Michigan adult, if he or she were to return to school, would most likely attend a community or junior college. This was the preference for nearly one-half (46%) of those who are not presently enrolled in a school, men as well as women.

Preference for the community college has increased since the 1984 Higher Education Poll, when 37% chose a community college, and also since the 1987 Community College Poll, when 41% preferred a community college.

Respondents with a high school diploma and those with some college education express a clear preference for returning to a community college, while respondents with a college degree prefer returning to a 4-year college or university, should they return to school.

The major reason respondents prefer a community college is its proximity--it is close to home.

Three of ten citizens (30%) say they would most likely attend a 4-year college or university, if they were to go back to school, but the majority of these respondents say they would consider attending a community college for one or two years, before transferring to a 4-year college.

Fifteen percent of the respondents were not questioned in these areas, either because they are currently enrolled in school or because they indicated they would not consider going back to school at all.

"If you went, what kind of school would you most likely attend: a 4-year college, a community college, an area vocational school, a local high school, or a private trade school?"

(85% of All Respondents)

	('84 State)	('87 State)	All Respondents	Women	Men
Community/junior college	(37%)	(41%)	46%	50%	41%
4-year public college/ university	(31)	(27)	26	22	30
Area vocational school	(6)	(7)	6	7	5
Private trade school	(10)	(7)	5	4	6
4-year private college/ university	(5)	(3)	4	5	4
Local high school	(3)	(7)	4	5	2
Other	(2)	(1)	-	-	-
None of these	(1)	(1)	6	8	5
Don't know	(5)	(6)	3	3	3

The next Table shows interest in the community college by various age groups:

	18-24 Yrs.	25-34 Yrs.	35-44 Yrs.	45-54 Yrs.	55-64 Yrs.	65 and Older
Prefer community college	30%	57%	46%	52%	49%	30%

"(IF COMMUNITY COLLEGE): May I ask why you prefer a community college?"

	46% of All Respondents	50% of Women	41% of Men
Closer to my home	42%	46%	36%
To brush up on basic skills	18	19	18
Less costly	17	17	16
To upgrade job skills	11	11	10
Personal growth and pleasure	11	10	12
For general instruction	10	9	12
Can work and attend college	6	6	6
Trade/industrial/technical instruction	5	3	11
Small size of college	5	5	7
Offers wide variety of courses	5	5	5
Closer to my job	4	4	4
Business/office training	2	3	2
Public services occupations	2	3	1
Health occupations	1	1	-
Miscellaneous reasons	10	9	12
Don't know	2	3	1

(Totals exceed 100% due to multiple responses.)

"(IF 4-YEAR COLLEGE): Would you consider attending a community college for one or two years before transferring to a 4-year college?"

	('87 State)	30% of All Respondents	26% of Women	35% of Men
Yes, would consider	(68%)	52	53	50
No, would not	(26)	38	38	38
Don't know	(5)	10	9	12

SCHOOL BEST SUITED FOR JOB TRAINING/RETRAINING OF ADULTS

The community college continues to be seen as the school best suited to provide adults with job training or retraining skills. Nearly two out of five Michigan citizens expressed this feeling (39%).

That perception has increased significantly since 1984, when 27% named the community college as the best place for adult job training. There has also been a shift in the perception of the role of the private trade school trade school in this regard. In 1984, 30% felt that the private trade school would be the best place for adult job training. In 1987, 11% held this opinion, and in 1989 it is down to 9%.

"Which of these schools is best suited to provide adults with job training or retraining skills -- the local high school, adult education program, community college, area vocational school, private trade school, private industry, or a 4-year college?"

	('84 State)	('87 State)	All Respondents	Women	Men
Community college	(27%)	(32%)	39%	40%	38%
4-year public college/ university	(14)	(17)	15	15	14
Area vocational school	(-)	(18)	14	13	16
Adult education program	(10)	(10)	10	11	9
Private trade school	(30)	(11)	9	8	11
Local high school	(2)	(3)	3	2	3
4-year private college/ university	(3)	(2)	2	2	3
Private industry	(5)	(-)	-	-	-
Don't know	(7)	(7)	8	9	6

SCHOOL BEST SUITED FOR ADULT CAREER PLANNING/GUIDANCE

When it comes to providing adults with career planning and guidance services, community colleges were rated as "best" by two out of five Michigan citizens (39%). This was also the case in the 1987 Community College Poll.

One out of five (22%) identified 4-year public colleges as the best place to receive career planning services, while 12% felt local adult education programs were best.

"Which of these schools is best suited to provide adults with career planning and guidance services -- the local high school, adult education program, community college, private trade school, private industry, or a 4-year college?"

	('84 State)	('87 State)	All Respondents	Women	Men
Community college	(30%)	(39%)	39%	42%	35%
4-year public college	(21)	(20)	22	20	26
Adult education program	(13)	(10)	12	13	12
Local high school	(8)	(6)	9	8	10
Private trade school	(8)	(8)	5	6	5
4-year private college	(5)	(4)	4	3	4
Private industry	(5)	(3)	2	1	4
Other	(1)	(1)	1	1	-
Don't know	(9)	(9)	6	7	4

As can be seen, women respondents select a community college as the best place to receive career planning services significantly more than men respondents, while men lean more toward a 4-year public college.

SCHOOL BEST SUITED FOR TRAINING IN MODERN TECHNOLOGY SKILLS

One out of four Michigan citizens (25%) felt that community colleges were best suited to train adults in the skills required for modern technology, but another one of four (25%) felt 4-year public colleges would do the best job.

In the minds of Michigan citizens, community colleges have continued to come to the forefront in providing high-tech skills, from the 14% who selected community colleges for this purpose in 1984. to the 22% who felt this same way in 1987, to the current 25%.

And, the number of those who selected 4-year public colleges has declined from 30% in 1984, to 27% in 1987, to the current 25%.

"Which of these schools is best suited to provide adults with training in the skills required for modern technology -- the local high school, adult education program, community college, area vocational school, private trade school, private industry or a 4-year college?"

	('84 State)	('87 State)	All Respondents	Women	Men
Community college	(14%)	(22%)	25%	23%	27%
4-year public college	(30)	(27)	25	25	25
Private trade school	(28)	(14)	14	14	14
Area vocational school	(-)	(13)	13	14	12
Private industry	(10)	(8)	8	8	8
Adult education program	(3)	(3)	4	4	4
4-year private college	(5)	(4)	4	4	4
Local high school	(1)	(1)	1	1	1
Other	(2)	(-)	-	-	-
Don't know	(7)	(9)	6	7	4

SCHOOL BEST SUITED FOR ADULT REMEDIAL INSTRUCTION

Local adult education programs were selected by more than two of five Michigan citizens (44%) as the place they would prefer to go for remedial instruction in the basic skills. Another 36% would prefer to go to a community college if they needed "catch-up" instruction.

Significantly more women indicated they would look to adult education for this purpose than did men, while more men would prefer a community college.

Adult education and the community college have been the leading preferences in each of the community college polls, when citizens were asked:

"Some adults find that they need some remedial (make-up) instruction in order to learn certain skills. That might include "catch-up" education in some basic skills -- like reading, math or science. If you required that, where would you prefer to go for it -- a local high school, adult education program, a community college or a 4-year college?"

	('84 State)	('87 State)	All Respondents	Women	Men
Adult education program	(43%)	(37%)	44%	49%	37%
Community college	(31)	(36)	36	33	40
Local high school	(15)	(15)	13	14	12
4-year public college	(6)	(8)	3	2	6
4-year private college	(2)	(2)	1	1	1
Other	(1)	(-)	-	-	-
Don't know	(2)	(3)	2	1	4

ENROLLMENT IN A COMMUNITY/JUNIOR COLLEGE

The majority of Michigan citizens (55%) say that they, or someone else in their household, have attended a Michigan community/junior college at one time or another.

One of three (36%) of those who said they, or someone else in their household, were currently attending a community/junior college (12%), said they were financing the costs of attending with their "wages". Other major sources of financial support were a Pell grant (21%), and family assistance (20%).

"Have you, or anyone in your household, ever attended a Michigan junior or community college?"

	('84 State)	('87 State)	All Respondents	Women	Men
Yes	(46%)	(54%)	55%	55%	56%
No	(54)	(45)	45	45	44

"(IF SOMEONE IN HOUSEHOLD NOW ATTENDING A COMMUNITY COLLEGE): May I ask, how are you (they) handling the costs of going to college? What's your (their) main source of financial support?"

	12% of All Respondents	12% of Women	11% of Men
Wages	36%	33%	41%
Pell grant	21	22	21
Family help	20	25	12
Guaranteed/Stafford Loan	15	15	15
Other loan/grant	12	12	12
Savings	12	8	18
Employer reimburses tuition	7	8	6
Spouse helps	5	7	3
Miscellaneous ways	3	3	3
Declined to respond	1	-	3

(Totals exceed 100% due to multiple responses.)

CITIZENS' RATINGS OF THE EDUCATION/TRAINING PROVIDED BY COMMUNITY COLLEGES

Nearly seven out of ten Michigan citizens (69%) feel their nearest community/ junior college does a "good" (43%) to "excellent" (26%) job meeting the educational needs of citizens in their area. Another 9% say they do a "fair" job, and only 2% say they do a "poor" job in this regard. Nineteen percent of the citizens were unable to offer an opinion.

In the 1984 Outreach poll, 68% rated the community colleges as "good" to "excellent" in meeting the educational needs of citizens, and in 1987 71% offered this same high rating. It was no different in 1989, when Michigan citizens were asked:

> "How would you rate the way in which the nearest junior/community college meets the educational needs of citizens in your area -- excellent, good, fair or poor?"

	('84 State)	('87 State)	All Respondents	Women	Men
Excellent	(22%)	(28%)	26%	25%	28%
Good	(46)	(43)	43	43	45
Fair	(14)	(10)	9	9	10
Poor	(3)	(3)	2	1	2
Don't know	(15)	(16)	19	22	15

Leading the list of reasons offered for an "excellent" or "good" rating:

*Good curriculum -- wide variety of programs offered
*Quality instructors and staff
*Quality of education -- students well-prepared

"(IF EXCELLENT OR GOOD): In what way?"

	68% of All Respondents	68% of Women	73% of Men
Good curriculum/wide variety of programs	23%	22%	24%
Quality instructors, staff	14	13	16
Quality of education/students well-prepared	14	13	15
Good reputation	10	10	11
Convenient location--close to home	10	11	9
Open to everyone	8	8	7
Concern for students	6	7	5
Tuition/cost is reasonable	6	4	10
Special services provided to students	6	6	5
Credits transfer easily	5	5	5
Prepares students for 4-year college	4	3	5
Community involved/good PR and communication	3	2	3
Good facilities	2	2	2
Miscellaneous reasons	1	1	1
Can't say	10	13	7

(Totals exceed 100% due to multiple responses.)

Reasons offered for a "fair" or "poor" rating:

"(IF FAIR OR POOR): Would you mind telling me why you feel that way?"

	11% of All Respondents	10% of Women	12% of Men
Inadequate curriculum/lack of variety in course selection	31%	29%	33%
Low academic standards	14	14	14
Poor instructors, staff	13	16	8
Inconvenient location	11	6	19
Poor reputation	10	10	11
Tuition/costs too high	5	8	-
Miscellaneous reasons	6	4	8
Can't say	20	22	17

(Totals exceed 100% due to multiple responses.)

Respondents were also read a number of statements about the typical community college, and were asked to indicate the extent to which each statement describes their own feelings about their nearest community college.

Three-fourths of the citizens (79%) either "agree" or "strongly agree" that their nearest community college offers a large number and variety of courses and programs.

Three out of four (76%) also "agree" or "strongly agree" that their nearest community college has high-quality academic programs.

And, seven out of ten (69%) "agree" or "strongly agree" that the college has a high-quality program in the subject areas most students plan to pursue.

Nearly one-half of the citizens (45%) either "agree" or "strongly agree" that the community college has an "open-door" policy -- it admits any student, regardless of their academic record, while 35% admit they do not know if this is true or not.

Seven out of ten (68%), however, either "disagree" or "strongly disagree" that students must be above average to be admitted to their nearest community college.

And, the majority of citizens (51%) either "disagree" or "strongly disagree" with the statement that "the college has too many required courses", while another 37% admit they don't know.

"Now let me read you a handful of statements about the typical community college. Tell me, when it comes to the community college nearest your home, do you strongly agree, agree, disagree, or strongly disagree with each one?"

ALL RESPONDENTS	Strongly Agree	Agree	Disagree	Strongly Disagree	Don't Know
There are a large number and variety of courses and programs offered at the community college	21%	58%	5%	-%	16%
The college has high-quality academic programs	14	62	5	-	19
The college has high-quality programs in the subject areas most students plan to pursue	13	56	7	-	24
The community college has an "open door" policy -- it admits any student regardless of their academic record	4	41	18	1	35

ALL RESPONDENTS	Strongly Agree	Agree	Disagree	Strongly Disagree	Don't Know
Students must be above average to be admitted to that community college	-%	11%	62%	6%	21%
The college has too many required courses	2	9	48	3	37

Responses from Michigan citizens agree to a great extent with those offered by community college students, as reported in the 1988 Statewide Community College Student Poll:

ALL 1988 COMMUNITY COLLEGE STUDENTS	Strongly Agree	Agree	Disagree	Strongly Disagree	Don't Know
There are a large number and variety of courses and programs offered at the community college	26%	65%	7%	1%	2%
The college has high-quality academic programs	21	73	4	1	2
The college has high-quality programs in the subject area I plan to pursue	31	56	9	1	3
The community college has an "open door" policy	16	54	14	1	16
Students must be above average to be admitted	1	10	69	14	6
The college has too many required courses	3	14	68	8	6

OTHER PERCEPTIONS OF COMMUNITY COLLEGES

Eight out of ten Michigan citizens think that a community college should provide theater productions and fine arts exhibits (79%) and other cultural activities, like music or dance (80%).

Citizens had mixed opinions on whether or not a community college should provide a complete sports program for both men and women -- 46% said a complete sports program should be provided, while another 48% said it was not necessary to provide such a program. Male and female respondents were also divided in their feelings on this issue, with 51% of the women indicating that a complete sports program should be provided, and 57% of the men indicating it was not necessary.

Nearly two-thirds (65%) said it was not necessary for a community college to provide dormitory housing for students, while 28% thought dormitory housing should be supplied.

"Tell me if you think a community college should provide these kinds of things . . . ."

Other cultural activities, like music, dance, etc.:

	All Respondents	Women	Men
Yes	80%	82%	76%
No	16	13	19
Depends	4	3	4
Don't know	1	1	1

Theater productions and fine arts exhibits:

	All Respondents	Women	Men
Yes	79%	81%	75%
No	16	13	21
Depends	2	2	2
Don't know	3	3	2

Complete sports program for both men and women:

	All Respondents	Women	Men
Yes	46%	51%	38%
No	48	43	57
Depends	3	3	4
Don't know	3	3	2

Dormitory housing for students:

	All Respondents	Women	Men
Yes	28%	31%	25%
No	65	64	67
Depends	4	3	6
Don't know	2	2	3

SOURCES OF INFORMATION ABOUT COMMUNITY COLLEGES

Michigan citizens rely on four major sources to keep them informed about their local community colleges:

*Newspapers (28%)
*Community college publications (27%)
*Former community college students (23%)
*Friends or relatives who are current community college students (22%)

The open, free-response question:

"What would you say is your main source of information about your nearest community college?"

	All Respondents	Women	Men
Newspapers	28%	28%	29%
College publications	27	30	23
Former students	23	21	25
Friend, family member attends now	22	22	23
Other persons	13	12	14
Own observation/personal involvement	12	11	14
Radio/TV	6	6	7
Know a community college employee	4	3	6
Miscellaneous sources	4	3	4
Don't know	4	5	4

(Totals exceed 100% due to multiple responses.)

OPINIONS ABOUT THE FACULTY OF COMMUNITY COLLEGES

When Michigan citizens were asked to judge the type of instruction offered in a community college versus the instruction in a 4-year college or university, nearly one-half (47%) felt it was "about the same". Twenty-eight percent, however, felt that community college instruction was "not as good" as that offered at a 4-year college, while another 7% said it was "better". One of five (17%) were unable to make such a comparison.

"Based on what you know, is the type of instruction offered in a community college better, about the same, or not as good as the instruction in a four-year college or university?"

	All Respondents	Women	Men
Better	7%	7%	8%
About the same	47	48	46
Not as good	28	28	30
Don't know	17	18	16

And, nearly two out of three citizens (65%) believe that full-time teachers at their nearest community college are just as qualified as those in a 4-year college or university.

"How about the qualifications of the faculty at your nearest community college. Do you think full-time teachers in a community college are more qualified, less qualified, or just as qualified as those in a 4-year college or university?"

	All Respondents	Women	Men
More qualified	4%	4%	4%
Less qualified	16	14	20
Just as qualified	65	67	63
Don't know	15	16	13

Three of five respondents (59%) also believe that part-time faculty members are just as qualified as those who teach full-time in the community college, although one of five (21%) believe they are less qualified than full-time faculty members.

"Community colleges use a lot of part-time teachers, drawn from the community. Do you think those part-time faculty members are more qualified, less qualified or just as qualified as those who teach full-time in the community college?"

	All Respondents	Women	Men
More qualified	5%	3%	9%
Less qualified	21	22	20
Just as qualified	59	61	57
Don't know	14	14	14

TRANSFERABILITY OF COMMUNITY COLLEGE CREDITS

Six out of ten Michigan citizens (60%) believe that when a community college student transfers to a 4-year college or university, their community college courses are worth the same credit as if they were transferring from a 4-year

college. Male respondents (67%) were significantly more aware of this than were female respondents (56%).

Awareness on this issue has declined since the 1987 Outreach Community College Poll, when citizens were asked:

> "If a community college student transfers to a 4-year college or university, are community college courses worth the same credit as those of the 4-year college? In short, do the courses transfer?"

	('87 State)	All Respondents	Women	Men
Yes	(66%)	60%	56%	67%
No	(13)	16	17	14
Don't know	(21)	24	28	19

COMMUNITY COLLEGE CREDITS FOR HIGH SCHOOL STUDENTS

High school students should be allowed to take community college classes, and receive college credit for them, while they are still in high school, say eight out of ten Michigan citizens (79%). Only eighteen percent disagree with this concept, while 4% are unsure of their feelings on the issue.

Citizens were asked:

> "Should high school students be allowed or encouraged to take community college classes and receive college credit while they are still in high school?"

	All Respondents	Women	Men
Yes	79%	79%	77%
No	18	15	21
Don't know	4	5	2

IMPORTANCE OF A COMMUNITY COLLEGE "GUARANTEE"

Nearly three out of four citizens (73%) -- significantly more women (76%) than men (69%) -- say that the community college "guarantee" is "very important", whether it is the transfer guarantee or a guarantee that the community college graduate will be properly trained for a job.

Citizens responses nearly parallel those of students in the 1988 Community College Student Poll, when they were asked this same question:

> "Some colleges promise a 'guarantee' to students. These include such things as a guarantee that community college courses will transfer to any 4-year college, or a guarantee that the community college graduate will be properly trained for a job. How important is such a guarantee -- very important, somewhat important, or not too important?"

	('88 Students)	All Respondents	Women	Men
Very important	(76%)	73%	76%	69%
Somewhat important	(15)	19	17	22
Not too important	(8)	6	5	7
Don't know	(1)	3	2	3

TESTING STUDENTS' BASIC SKILL LEVELS

The vast majority of Michigan citizens (86%) agree that community colleges should require testing in the basic skills prior to admitting students into college courses. The great majority of students in the 1988 poll, also felt that testing in math, reading and writing skills should be a requirement for admission to community college courses (79%).

The question:

> "Do you think a community college should have a policy to test all students in math, reading and writing skill levels before admitting those students into college courses?"

	('88 Students)	All Respondents	Women	Men
Yes	(79%)	86%	85%	86%
No	(18)	12	13	11
Don't know	(3)	3	2	3

IMPORTANCE OF AN ASSOCIATE DEGREE

Two out of five citizens believe that getting an Associate Degree from a community college is "very important" (42%), and another two of five feel it is "somewhat important" (41%).

Three out of five students who were actually enrolled in a community college in 1988, felt that getting an Associate Degree was "very important" (60%), while another one of five said it was "somewhat important" (17%).

The question asked, and detailed responses, are shown in the Table below:

"How important is getting an Associate Degree from a community college? Is that very important, somewhat important, or not too important?"

	('88 Students)	All Respondents	Women	Men
Very important	(60%)	42%	40%	43%
Somewhat important	(17)	41	42	41
Not too important	(21)	10	9	12
Don't know	(2)	7	9	4

IMPORTANCE OF COMPUTER LITERACY

When it comes to computer literacy, seven out of ten Michigan citizens (69%) say that it is "very important" that every community college student have computer training, particularly in basic computer operations.

Another two of ten (20%) believe that computer literacy for the community college student is at least "somewhat important".

"How important is it that every community college student be trained in computer literacy -- very important, somewhat important or not too important?"

	All Respondents	Women	Men
Very important	69%	71%	65%
Somewhat important	20	19	22
Not too important	5	4	5
Depends	5	4	7
Don't know	2	2	1

"(IF VERY, OR SOMEWHAT IMPORTANT): What kinds of things about computers should college students learn?"

	89% of All Respondents	90% of Women	87% of Men
Basic computer operations	55%	55%	56%
Computer programming	16	14	19
Everything about computers	15	17	12
Word processing	6	6	6
Computer languages	6	6	7
Data entry skills	4	5	3
Computer repair/maintenance	3	3	3
Using software/spreadsheets	3	3	3
Computers in business	2	1	3
Miscellaneous	3	2	4
Don't know	14	14	13

(Totals exceed 100% due to multiple responses.)

OPINIONS ABOUT IMPORTANCE OF CLASS SIZE

The majority of citizens (55%) think that class size in a community college is usually smaller than class size in a four-year college or university. Another one of five (20%) believe class size is about the same as a four-year college, while one of five (18%) are unable to make such a comparison.

Regardless of their impression of class size in a community college, a strong majority say that small classes in a community college are "very important" (56%), while 31% say they are "somewhat important".

The questions asked, and detailed responses, are as follows:

"Do you think class size in a community college is usually smaller, larger or about the same as in a four-year college or university?"

	All Respondents	Women	Men
Smaller than in a 4-year college	55%	54%	56%
Larger	7	6	8
About the same	20	20	21
Don't know	18	21	15

"How important are small classes in a community college -- very important, somewhat important, or not too important?"

	All Respondents	Women	Men
Very important	56%	56%	57%
Somewhat important	31	31	31
Not too important	9	8	9
Don't know	4	4	3

Older respondents appear to place significantly more importance on small class size in a community college than younger respondents, as detailed in the Table below:

	18-24 Yrs.	25-34 Yrs.	35-44 Yrs.	45-54 Yrs.	55-64 Yrs.	65 and Older
Very important	49%	47%	58%	60%	60%	66%
Somewhat important	39	39	29	32	28	19
Not too important	13	12	9	3	7	9
Don't know	-	2	4	5	4	7

OPINIONS ABOUT THE COSTS OF A COMMUNITY COLLEGE EDUCATION

Eight out of ten Michigan adults (80%) recognize that the cost of tuition at a community college is less than that of a four-year state college or university, up from the 74% who said this in the 1987 statewide poll. Another seven percent say that community college tuition is about the same as a four-year state college, 2% say it is "more" and 10% are unable to make this comparison.

"Let me change the subject. As you understand it, is the cost of tuition at at community college more, less or about the same as that of a four-year state college or university?"

	('87 State)	All Respondents	Women	Men
More than a 4-year state college/university	(3%)	2%	2%	3%
Less	(74)	80	77	85
About the same	(9)	7	9	5
Don't know	(14)	10	13	6

Three out of ten (29%) also believe that the cost of tuition at their nearest community college is very reasonable, while one-half (50%) believe it is somewhat reasonable.

When community college students were asked about tuition in the 1988 statewide Community College Student Poll, twice as many -- 60% -- said that tuition is "very reasonable" at the community college they attend, while 36% felt it was "somewhat reasonable".

"Based on what you know, how reasonable is the cost of tuition at the nearest community college? Is it very reasonable, somewhat reasonable, or unreasonable?"

	('88 Students)	All Respondents	Women	Men
Very reasonable	(60%)	29%	25%	35%
Somewhat reasonable	(36)	50	50	49
Unreasonable	(3)	5	5	4
Don't know	(1)	17	20	12

It is estimated that the average cost of a year's tuition, fees and books, at a community college is about $1,550. When Michigan citizens were asked to estimate this cost, only one of three (36%) estimated it correctly. The others estimated community college costs as much higher (25%) or lower (25%), or admitted they did not know the cost (15%).

But, no matter what citizens estimated the cost to be, the vast majority of them (82%) thought that community college students were getting their money's worth, as did 93% of the community college students polled in 1988.

"What do you think it costs now to attend a community college in Michigan for a full year? For tuition, fees and books, do you think it costs under $1,000, $1,000 to $1,499, $1,500 to $2,000, over $2,000 to $2,999, or over $3,000?"

	All Respondents	Women	Men
Under $1,000	5%	5%	5%
$1,000 to $1,499	19	18	20
$1,500 to $2,000	36	34	38
$2,000 to $2,999	13	14	12
Over $3,000	12	13	11
Don't know	15	16	13

"Do you think community college students are getting their money's worth?"

	('88 Students)	All Respondents	Women	Men
Yes	(93%)	82%	80%	85%
No	(4)	5	5	6
Don't know	(3)	12	14	9

Nearly one-half of Michigan's citizens (48%) believe that most of the income to operate community colleges should come from state aid, but one of four (26%) believe the primary method of financing community colleges should be tuition. Only eleven percent say local property taxes should contribute most of the operating income, while another 10% say it should be a combination of all three sources.

Citizens' reliance on state aid as the major source of operating funds for community colleges has continued to climb -- from the 40% who felt that way in 1984, to 43% in 1987, to the current 48% -- when they were asked:

"Presently, junior/community colleges receive their income mostly from three sources -- tuition, state aid, and local property taxes. In your opinion, which one should contribute most of the income to operate the community college?"

	('84 State)	('87 State)	All Respondents	Women	Men
State aid	(40%)	(43%)	48%	48%	48%
Tuition	(25)	(24)	26	23	29
Local property taxes	(14)	(13)	11	11	11
Combination of all three	(14)	(13)	10	12	8
Miscellaneous ways	(2)	(2)	-	-	-
Don't know	(5)	(5)	5	5	4

Three out of five citizens (59%) say that they reside in a community college district and are currently paying property taxes to support the college. And the majority of those who say they don't live in a community college district say they would be willing to vote for 1.5 mills to operate a community college to serve their community.

"May I ask, do you live in a community college district and currently pay property taxes to support the college?"

	All Respondents	Women	Men
Yes	59%	57%	64%
No	27	29	24
Don't know	14	15	12

"(IF NO): Would you vote <u>for</u> or <u>against</u> a millage rate of 1.5 mills to operate a community college that would serve your community?"

	27% of All Respondents	29% of Women	24% of Men
For	56%	54%	59%
Against	28	26	32
Don't know	16	20	9

CITIZENS' NEEDS FOR FINANCIAL AID TO ATTEND A COMMUNITY COLLEGE

According to community college students, in the 1988 statewide survey, four out of ten (40%) would not be able to afford community college if they were not receiving some kind of financial aid. One of three citizens (34%) -- significantly more women (42%) than men (22%) -- indicate the same need exists.

This is down significantly from the 42% in 1987 who said they and their family would need financial aid to attend a community college, when they were asked:

"If you or someone in your household wanted to attend a community college, would you or your family be able to pay for it <u>without</u> financial aid?"

	('87 State)	All Respondents	Women	Men
Yes, could pay without financial aid	(55%)	60%	53%	71%
No, could not	(42)	34	42	22
Don't know	(3)	5	5	7

And, although the majority of citizens, if they wanted to attend a community college, either say it would not be necessary for them to borrow any money to do so (37%) or do not know how much they would need to borrow (20%), 16% say they are willing to borrow whatever is needed.

Nine percent say they would limit borrowing each year to less than $1,000, another 12% would be willing to borrow between $1,000 and $2,000, and 6% would be willing to borrow more than $2,000 each year to meet the costs of attending a community college.

It should be noted that nearly one-half of the men (48%) indicated it would be unnecessary for them to borrow money to attend community college, versus 30% of the women who said this, while more women (24%) than men (15%) were unsure of the amount they would need to borrow.

"If you wanted to continue your education in a community college, and had to borrow money to do it, how much would you have to borrow each school year to go to the college?"

	All Respondents	Women	Men
None; not necessary	37%	30%	48%
Under $1,000	9	8	10
Between $1,000 and $2,000	12	12	11
Over $2,000	6	7	4
Whatever was needed	16	18	13
Don't know	20	24	15

The majority of Michigan citizens (57%) also tell us they have heard about "MET" -- the Michigan Education Trust -- but only two of five (43%) are aware that this plan can be used for those who plan to attend a community college. Another one of five (16%) say MET cannot be used for community college tuition, while 41% admit they don't know.

"Have you heard anything about "MET" -- the Michigan Education Trust?"

	All Respondents	Women	Men
Yes, have heard of "MET"	57%	54%	60%
No, have not	42	44	39
Don't know	1	2	-

"(As you know) or (While it may not be generally known) The Michigan Education Trust is a prepaid college tuition savings plan offered by the State of Michigan. As you understand it, can this plan be used for those who plan to go to a community college?"

	All Respondents	Women	Men
Yes	43%	40%	46%
No	16	18	13
Don't know	41	41	42

AWARENESS/INTEREST IN THE MICHIGAN OPPORTUNITY CARD

Although very few citizens (7%) were aware of the Michigan Opportunity Card, when it was explained to respondents, there was a great deal of interest in the services provided to a holder of such a card.

Nearly one-half of the respondents (46%) said they would be "very interested" in job placement assistance from a community college, if they had a Michigan Opportunity Card.

Two of five indicated they would be "very interested" in a personal job training plan (41%), assessment of their basic skills (40%), support for their job training needs (39%), referral to a job training program (39%), and a list of job training and education sources in their county (37%).

"Have you heard about the Michigan Opportunity Card?"

	All Respondents	Women	Men
Yes, have heard of the Michigan Opportunity Card	7%	6%	8%
No, have not	92	92	91
Don't know	2	2	1

"(As you know) or (While it may not be generally known) The Michigan Opportunity Card is like a credit card that contains computerized information about the person's education and training background. The holder of such a card takes it to a community college to receive information about a lot of job training services. If you had such a card, would you be very interested, somewhat interested or not interested in these kinds of services (6 areas questioned)?"

Job Placement Assistance

	All Respondents	Women	Men
Very interested	46%	48%	42%
Somewhat interested	24	23	24
Not interested	28	25	33
Can't say	3	3	2

Your Personal Job Training Plan

	All Respondents	Women	Men
Very interested	41%	43%	37%
Somewhat interested	29	29	29
Not interested	28	24	32
Can't say	3	4	2

Assessment of Your Basic Skills

	All Respondents	Women	Men
Very interested	40%	41%	38%
Somewhat interested	31	32	28
Not interested	26	23	32
Can't say	3	4	2

Support for Your Job Training Needs

	All Respondents	Women	Men
Very interested	39%	41%	36%
Somewhat interested	31	30	32
Not interested	27	25	30
Can't say	4	5	2

Referral to a Job Training Program

	All Respondents	Women	Men
Very interested	39%	40%	38%
Somewhat interested	30	31	28
Not interested	28	24	33
Can't say	3	4	2

A List of Job Training and Education Sources in Your County

	All Respondents	Women	Men
Very interested	37%	40%	31%
Somewhat interested	35	33	38
Not interested	26	23	29
Can't say	3	4	2

SUPPORT FOR A SCHOOL FINANCE REFORM PLAN

Three tax reform questions were also included in this poll. In early May, two proposals for school finance reform were being discussed by the Legislature -- one to raise new monies for K-12 education and the other to provide property tax relief.

By a two to one margin, Michigan citizens showed support for a school finance reform plan that would raise the state sales tax by one-half a cent to provide 400 million new dollars for schools and improve their quality.

Sixty-one percent said they would vote "for" this tax reform plan, if it were on the ballot, while 28% said they would vote "against" it and 11% were undecided.

And, by a two to one margin again, they also said they would vote "for" another one-half cent increase in the sales tax to provide property tax relief (58%), while 29% said they would vote "against" such a proposal, if it were on the ballot, and 13% were undecided.

The tax shift questions, and detailed responses:

"Currently, officials in Lansing are considering a plan to reform the way public schools are financed. They suggest asking voters to approve a 1/2 cent increase in the sales tax to provide 400 million new dollars for schools and improve the quality of schools. If that plan was on a statewide ballot, would you vote <u>for</u> or <u>against</u> it?"

	All Respondents	Women	Men
For	61%	64%	56%
Against	28	24	35
Undecided/don't know	11	12	10

	18-24 Yrs.	25-34 Yrs.	35-44 Yrs.	45-54 Yrs.	55-64 Yrs.	65 and Older
For	65%	72%	57%	56%	50%	61%
Against	23	21	35	35	36	16
Undecided/don't know	13	7	7	9	13	22

"Also being discussed is another 1/2 cent increase in the sales tax to provide property tax relief and reduce those school taxes. If that second 1/2 cent increase was on a statewide ballot, would you vote <u>for</u> or <u>against</u> it?"

	All Respondents	Women	Men
For	58%	57%	59%
Against	29	23	31
Undecided/don't know	13	21	11

	18-24 Yrs.	25-34 Yrs.	35-44 Yrs.	45-54 Yrs.	55-64 Yrs.	65 and Older
For	59%	61%	64%	54%	50%	57%
Against	28	26	27	34	39	20
Undecided/don't know	14	12	10	13	12	22

Although support for both of these one-half cent proposals was fairly equal, three of five Michigan citizens (59%) felt they should be placed on the ballot as separate issues, rather than as one proposal, when they were asked:

> "Do you think the two 1/2 cent proposals should be tied together as one school improvement--tax relief proposal, or should they be two separate proposals?"

	All Respondents	Women	Men
Two separate proposals	59%	62%	54%
Tied together as one	25	21	32
Undecided/don't know	16	17	14

COMPOSITION OF THE SURVEY SAMPLE

(95% Confidence; ±3.5% Error)

s = 800

Sex of Respondents

Female	61%
Male	39

Age of Respondents

18-19 years old	3%
20-24 years old	8
25-29 years old	9
30-34 years old	12
35-39 years old	12
40-44 years old	12
45-49 years old	9
50-54 years old	7
55-59 years old	6
60-64 years old	9
65 and over	15

Education Level of Respondents

Grade school or less (grades 1-8)	2%
Some high school	8
High school graduate	34
Vocational/technical school	3
Some college	31
College graduate	13
Post-graduate study	11

Total Household Income of Respondents

Less than $10,000	9%
More than $10,000, but less than $15,000	7
More than $15,000, but less than $25,000	18
More than $25,000, but less than $35,000	21
More than $35,000	40
Don't know	2
Declined to respond	4

COMPOSITION OF THE SURVEY SAMPLE
(Continued)

Race of Respondents

Black	10%
Hispanic	1
Native American	1
White	87
Other	1
Declined to respond	1

Type of Community of Respondents

Detroit	14%
Other large city	24
Suburban area	16
Small city/town	28
Village/rural area	18
Township	1

Number of Adults in Household

One adult	25%
Two adults	54
Three adults	15
Four or more adults	6

STATEWIDE: COMMUNITY COLLEGES (1989)

Project Outreach
of the Michigan State Board of Education
Michigan Department of Education
P.O. Box 30008
Lansing, MI 48909

VERSION 1

DISPOSITION LOG

INTER-VIEW #	PHONE #	BUSY (Continue on number)	NO ANSWER (Continue on number)	CALL BACK DAY	CALL BACK TIME	BUS. INEL. (Bump)	UL/OS/ DISC. (Bump)	REF'D/ TERM'D (Bump)	COM-PLETE
					AM PM				
					AM PM				
					AM PM				
					AM PM				
					AM PM				
					AM PM				

DATE OF INTERVIEW: _____

INTERVIEWER: _____ LENGTH OF INTERVIEW: _____MIN.

OPENING BY INTERVIEWER:

Hello, this is _____, I'm calling you from Lansing for the Michigan Department of Education. We're doing a study of public opinion about the state's system of community colleges.

This telephone number (REPEAT NUMBER) was randomly selected by computer. We don't know the name it is listed under. Is this a residence or a business? (IF A BUSINESS, THANKS AND TERMINATE.) (IF A RESIDENCE, CONTINUE).

To get a random sample, I need to ask two questions about the people living in your household.

How many adults 18 years of age or older live in this household? CIRCLE APPROPRIATE NUMBER →

How many of those 18 and over are men? → CIRCLE APPROPRIATE NUMBER

In your household, I should talk to the . . . (CIRCLE APPROPRIATE BOX.) Is he/she there?

	1 ADULT	2 ADULTS	3 ADULTS	4 OR MORE
0 MEN	ADULT	OLDEST WOMAN	OLDEST WOMAN	YOUNGEST WOMAN
1 MAN	ADULT	WOMAN	YOUNGEST WOMAN	MAN
2 MEN		YOUNGEST MAN	WOMAN	YOUNGEST WOMAN
3 MEN			OLDEST MAN	WOMAN OR YOUNGEST WOMAN
4 OR MORE				YOUNGEST MAN

WHEN SELECTED PERSON IS OTHER THAN YOUR INITIAL CONTACT SAY:

Hello, this is _____. I'm an interviewer calling for the Michigan Department of Education.

We're doing a statewide public opinion survey to find out what Michigan residents think about education after high school.

All opinions you give us will remain completely confidential. This will be summarized to give state officials a general picture of public opinion.

My questions will take about 15 minutes or so, depending on you. Is this a convenient time for you? (IF NOT, MAKE A CALL-BACK APPOINTMENT.)

(IF PROPER RESPONDENT IS READY, START WITH #1. IF NOT, MAKE APPOINTMENT FOR A CALL-BACK.)

1. First of all, in what type of community do you live -- large city, suburban area, small city or town, a village, or rural area? (GET NAME OF COMMUNITY.)

Detroit: _____	01
Other city (SPECIFY:) _____	02
Suburban area (SPECIFY:) _____	03
Small city/town (SPECIFY:) _____	04
Village-Rural area (SPECIFY:) _____	05
Township (WHAT TOWN IS IT NEAR?) _____	06
Don't know	07

2. In your opinion, how important is a college education today -- very important, fairly important, or not too important?

Very important	01
Fairly important	02
Not too important.	03
Don't know	04

3. Are you currently enrolled in college?

Yes (SKIP TO #12 on page 4).	01
No (GO TO #4 on page 3).	02

Adults are going back to school for different reasons. Let me name some of those reasons. If you, personally, were to go back to school, would you definitely go back to school, possibly do so, or not go back to school for any of these reasons?

READ ONLY THESE

		Yes Definitely	Yes Possibly	No Would Not	Don't Know	Already Have
4.	To get a high school diploma	01	02	03	04	05
5.	For personal improvement or enrichment	01	02	03	04	05
6.	To take classes to help you move up in your present job or company	01	02	03	04	05
7.	To take classes to help you get a different job	01	02	03	04	05
8.	To take classes to earn a 2-year Associate Degree	01	02	03	04	05
9.	To take classes leading to a bachelor's degree	01	02	03	04	05
10.	To complete requirements for a graduate degree	01	02	03	04	05
11.	Other reason (SPECIFY:)	01	02	03	04	05

12. Which of these schools is best suited to provide adults with job training or retraining skills for adults -- the local high school, adult education program, community college, area vocational school, private trade school, private industry, or a 4-year college? (ONE ANSWER ONLY) IF 4-YR. COLLEGE, AS "PUBLIC OR PRIVATE")

Local high school. 01
Adult education program. 02
Community college. 03
Area vocational school 04
Private trade school 05
4-year college (public). 06
4-year college (private) 07
Don't know 08

13. Which of these schools is best suited to provide adults with career planning and guidance services -- the local high school, adult education program, community college, private trade school, private industry, or a 4-year college? (ONE ANSWER ONLY) (IF 4-YR. COLLEGE, ASK "PUBLIC OR PRIVATE")

Local high school. 01
Adult education program. 02
Community college. 03
Private trade school 04
Private industry 05
4-year college (public). 06
4-year college (private) 07
Other. 08
Don't know 09

14. Which of these schools is best suited to provide adults with training in the skills required for modern technology -- the local high school, adult education programs, community college, area vocational school, private trade school, private industry or a 4-year college? (ONE ANSWER ONLY) (IF 4-YR. COLLEGE, ASK "PUBLIC OR PRIVATE")

Local high school. 01
Adult education programs 02
Community colleges 03
Area vocational school 04
Trade school 05
Private industry 06
4-year college (public). 07
4-year college (private) 08
Other. 09
Don't know 10

15. Some adults find that they need some remedial (make-up) instruction in order to learn certain skills. That might include "catch-up" education in some basic skills -- like reading, math or science. If you required that, where would you prefer to go for it -- a local high school, adult education program, a community college or a 4-year college? (IF 4-YR. COLLEGE, ASK "PUBLIC OR PRIVATE") (ONE ANSWER ONLY)

Local high school. 01
Adult education program. 02
Community college. 03
4-year college (public). 04
4-year college (private) 05
Other. 06
Don't know 07

16. (ALL RESPONDENTS, EXCEPT THOSE CURRENTLY ENROLLED IN SCHOOL OR THOSE NOT CERTAIN WHY THEY MIGHT RETURN TO SCHOOL:) If you went, what kind of school would you most likely attend: a 4-year college, a community college, an area vocational school, a local high school, or a private trade school? (ONE ANSWER ONLY) (IF 4-YR. COLLEGE, ASK "PUBLIC OR PRIVATE")

- 4-year college/university (public) (GO TO #17). 01
- 4-year college/university (private) (GO TO #17). 02
- Community/junior college (GO TO #18) 03
- Area vocational school (SKIP TO #19) 04
- Local high school (SKIP TO #19). 05
- Private trade school (SKIP TO #19) 06
- Other (SKIP TO #19). 07
- None 08
- Don't know 09

17. (IF "FOUR YEAR COLLEGE") Would you consider attending a Community College for one or two years before transferring to a four-year college?

- Yes. 01
- No 02
- Don't know 03

18. (IF "COMMUNITY COLLEGE") May I ask why you prefer a community college?

- For general instruction. 01
- Business/office training 02
- Public services occupation 03
- Trade, industrial or technical instruction . . . 04
- Health occupations 05
- To brush up on (basic) skills. 06
- To upgrade my job skills 07
- Personal growth and pleasure (adult ed.) 08
- Closer to home 09
- Closer to my job 10
- Less costly. 11
- Other (SPECIFY:) 12

_____

_____

- Don't know 13

19. Have you, or anyone in your household, ever attended a Michigan junior or community college?

Yes 01
No 02
Don't know 03

20. (IF "NOW ATTENDING A COMMUNITY COLLEGE") May I ask, how are you (they) handling the costs of going to college? What's your (their) main source of financial support? (PROBE:) Any other source? (MARK ANY ANSWERS RESPONDENT GIVES. MULTIPLE ANSWERS ARE O.K.)

Pell grant 01
Guaranteed/Stafford Loan 02
Other loan/grant 03
Wages. 04
Family help. 05
Spouse helps 06
Savings. 07
Other: (SPECIFY) 08

_____

Don't know/declined. 09

21. How would you rate the way in which the nearest junior/community college meets the educational needs of citizens in your area -- excellent, good, fair or poor?

Excellent. 01
Good 02
Fair 03
Poor 04
Don't know 05

22. (IF "EXCELLENT" OR "GOOD") In what way?

_____

_____

23. (IF "FAIR OR POOR") Would you mind telling me why you feel that way?

_____

_____

Now let me read you a handful of statements about the typical community college. Tell me, when it comes to the community college, nearest your home, do you strongly agree, agree, disagree, or strongly disagree with each one?

		Strongly Agree	Agree	Disagree	Strongly Disagree	Don't Know
24.	The college has high-quality academic programs	01	02	03	04	05
25.	The college has a high-quality program in the subject areas most students plan to pursue	01	02	03	04	05
26.	There are a large number and variety of courses and programs offered at the community college	01	02	03	04	05
27.	The college has too many required courses	01	02	03	04	05
28.	Students must be above average to be admitted to that community college	01	02	03	04	05
29.	The community college has an "open door" policy -- it admits any student regardless of their academic record	01	02	03	04	05

30. What would you say is your main source of information about your nearest community college? (MULTIPLE ANSWERS ARE O.K. MARK ANY RESPONSES)

Friend, family member attends now. 01
Former student told me 02
Other person told me 03
Know a community college employee. 04
College publication. 05
Newspapers 06
Radio/TV 07
Other: (SPECIFY) 08

_____

Don't know 09

31. Based on what you know, is the type of instruction offered in a community college better, about the same, or not as good as the instruction in a four year college or university?

Better 01
About the same 02
Not as good. 03
Don't know 04

32. How about the qualifications of the faculty at your nearest community college? Do you think full-time teachers in a community college are more qualified, less qualified, or just as qualified as those in a four-year college or university?

More qualified 01
Less qualified 02
Just as qualified. 03
Don't know 04

33. Community colleges use a lot of part-time teachers, drawn from the community. Do you think those part time faculty members are more qualified, less qualified or just as qualified as those who teach full-time in the community college?

More qualified 01
Less qualified 02
Just as qualified. 03
Don't know 04

34. If a community college student transfers to a 4-year college or university, are community college courses worth the same credit as those of the 4-year college? In short, do the courses transfer?

Yes. 01
No 02
Don't know 03

35. Do you think a community college should have a policy to test all students in math, reading and writing skill levels before admitting those students into college courses?

Yes. 01
No 02
Don't know 03

36. Should high school students be allowed or encouraged to take community college classes and receive college credit while they are still in high school?

Yes. 01
No 02
Don't know 03

37. Some colleges promise a "guarantee" to students. These include such things as a guarantee that community college courses will transfer to any 4-year college, or a guarantee that the community college graduate will be properly trained for a job. How important is such a guarantee -- very important, somewhat important, or not too important?

Very important 01
Somewhat important 02
Not too important. 03
Don't know 04

38. How important is getting an Associate degree from a community college? Is that very important, somewhat important, or not too important?

Very important 01
Somewhat important 02
Not too important. 03
Don't know 04

39. How important is it that every community college student be trained in computer literacy -- very important, somewhat important or not too important?

Very important 01
Somewhat important 02
Not too important (SKIP TO #41). 03
Depends (SKIP TO #41). 04
Don't know (SKIP TO #41) 05

40. What kinds of things about computers should college students learn? (PROBE:)

_____

_____

41. Do you think class size in a community college is usually smaller, larger or about the same as in a four-year college or university?

Smaller. 01
Larger 02
About the same 03
Don't know 04

42. How important are small classes in a community college -- very important, somewhat important or not too important?

Very important 01
Somewhat important 02
Not too important. 03
Don't know 04

43. Let me change the subject. As you understand it, is the cost of tuition at a community college more, less or about the same as that of a four-year state college or university?

More 01
Less 02
About the same 03
Don't know 04

44. Based on what you know, how reasonable is the cost of tuition at the nearest community college? Is it very reasonable, somewhat reasonable, or unreasonable?

Very reasonable. 01
Somewhat reasonable. 02
Unreasonable 03
Don't know 04

45. Presently, junior/community colleges receive their income mostly from three sources -- tuition, state aid, and local property taxes. In your opinion, which one should contribute most of the income to operate the community college? (ROTATE 3 ANSWER CHOICES): (CIRCLE ONLY ONE)

ROTATE ( )
THESE ( )
ANSWER ( )
CHOICES( )

Tuition. 01
State aid. 02
Local property taxes 03
Combination of all these 04
Other (SPECIFY:) 05

_____

Don't know 06

46. What do you think it costs now to attend a community college in Michigan for a full year? For tuition, fees and books, do you think it costs under $1,000; $1,000 to $1,499; $1,500 to $2,000; over $1,000 to $2,999, or over $3,000?

	Under $1,000	$1,000 1,499	$1,500 2,000	$2,000 2,999	Over $3,000	Don't Know
One year costs	01	02	03	04	05	06

47. Do you think community college students are getting their money's worth?

Yes. 01
No 02
Don't know 03

48. If you or someone in your household wanted to attend a community college, would you or your family be able to pay for it without financial aid?

Yes. 01
No 02
Can't say. 03

49. If you wanted to continue your education in a community college, and had to borrow money to do it, how much would you have to borrow each school year to go to the college?

None; not necessary. 01
Under $1,000 02
Over $1,000 to $2,000. 03
Over $2,000. 04
Whatever was needed. 05
Don't know 06

50. Have you heard anything about "MET" -- the Michigan Education Trust?

Yes. 01
No 02
Don't know 03

51. (As you know) (While it may not be generally known) The Michigan Education Trust is a prepaid college tuition savings plan offered by the State of Michigan. As you understand it, can this plan be used for those who plan to go to a community college?

Yes 01
No 02
Don't know 03

52. Have you heard about the Michigan Opportunity Card?

Yes 01
No 02
Don't know 03

(As you know) (While it may not be generally known) The Michigan Opportunity Card is like a credit card that contains computerized information about a person's education and training background. The holder of such a card takes it to a community college to receive information about a lot of job training services. If you had such a card, would you be very interested, somewhat interested or not interested in these kinds of services . . . .

		Very Int.'d	Somewhat Int.'d	Not Int.'d	Can't Say
53.	List of job training and education sources in your county?	01	02	03	04
54.	Assessment of your basic skills?	01	02	03	04
55.	Your personal job training plan?	01	02	03	04
56.	Support for your job training needs?	01	02	03	04
57.	Job placement assistance?	01	02	03	04
58.	Referral to a job training program?	01	02	03	04

Tell me if you think a community college should provide these kinds of things . . . .

		Yes	No	Depends	Don't Know
59.	Dormitory housing for students	01	02	03	04
60.	Complete sports program for both men and women	01	02	03	04
61.	Theater/fine arts exhibits or productions	01	02	03	04
62	Other cultural activities, like music, dance, etc.	01	02	03	04

63. May I ask, do you live in a community college district and currently pay property taxes to support the college?

Yes	01
No	02
Don't know	03

64. (IF "NO") Would you vote <u>for</u> or <u>against</u> a millage rate of 1.5 mills to operate a community college that would serve your community?

For	01
Against	02
Don't know	03

65. Currently, officials in Lansing are considering a plan to reform the way public schools are financed. They suggest asking voters to approve a 1/2 cent increase in the sales tax to provide 400 million new dollars for schools and improve the quality of schools. If that plan was on a state-wide ballot, would you vote <u>for</u> or <u>against</u> it?

For	01
Against	02
Undecided/don't know	03

66. Also being discussed is another 1/2 cent increase in the sales tax to provide property tax relief and reduce those school taxes. If that second 1/2-cent proposal was on a statewide ballot, would you vote <u>for</u> or <u>against</u> it?

For	01
Against	02
Undecided/don't know	03

67. Do you think the two 1/2-cent proposals should be tied <u>together</u> as one school improvement -- tax relief proposal, or should they be <u>two</u> separate proposals?

Tied together as one	01
Two separate proposals	02
Undecided/don't know	03

These last questions are just to help us classify the opinions of the people we are interviewing.

68. Would you mind telling me the year in which you were born? (CIRCLE ONE)

Prior to 1924 (Over 65)	01
1925 through 1929 (60-64)	02
1930 through 1934 (55-59)	03
1935 through 1939 (50-54)	04
1940 through 1944 (45-49)	05
1945 through 1949 (40-44)	06
1950 through 1954 (35-39)	07
1955 through 1959 (30-34)	08
1960 through 1964 (25-29)	09
1965 through 1969 (20-24)	10
1970 through 1971 (18-19)	11
Declined to answer	12

69. What is the last grade in school you had the opportunity to complete? (CIRCLE ONE)

Grade school or less (grades 1-8)	01
Some high school	02
High school graduate (grades 9-12)	03
Vocational/technical school	04
Some college	05
College graduate	06
Post graduate study	07
Don't know	08
Declined to answer	09

70. Which of the following income groups included your <u>total family income</u> last year? (READ INCOME GROUPS. CIRCLE ONE)

Less than $10,000	01
More than $10,000, but less than $15,000	02
More than $15,000, but less than $25,000	03
More than $25,000, but less than $35,000	04
More than $35,000	05
Don't know	06
Declined to answer	07

71. Would you mind telling me -- are you white, black, Hispanic, or of some other ethnic group? (CIRCLE ONE)

Black	01
Hispanic	02
Native American (American Indian)	03
White	04
Other	05
Declined to answer	06

THANK YOU FOR TAKING THE TIME TO GIVE ME YOUR OPINIONS.

(DO NOT ASK. RECORD AT END OF INTERVIEW.)

72. SEX OF RESPONDENT:

Female 01
Male 02

INTERVIEWER'S NAME: _____

COMMENTS: _____

_____

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TIME INTERVIEW ENDED: _____

ERIC Clearinghouse for Junior Colleges
FEB 15 1991